

Sent: Tuesday, May 04, 2004 4:11 PM

Subject: BIZ BANK: OBJECTIONS GIVE DIRECTIONS...& THAT'S A GOOD THING ! FROM SAM PARKER

Dear Aquathin Dealer OnLine;

This is a timely newsbulletin from Sam Parker in that over the next few weeks, your weekly AQUAQ's will be covering CLOSING TOOLS AND OVERCOMING OBJECTIONS.

Embrace the objections of your prospects and customers....and never, ever be afraid...BE PREPARED !

Right now and over the next several weeks, position the regular objections you hear as not only an inevitable step to bringing in more business, but also a positive step. Objections confirm a level of need or desire for your product or service and help you better determine the direction and next steps you should take in a sales process. For the prospect, it's your responses to the objections that help validate or support their buying decision.

This is the reason the responses to your top objections (those you and your team hear most often) must be **planned and prepared with a professional's level of attention.**

What makes the best response to an objection?

Be sure your responses show an **appreciation** for the objection in a way that **validates** the prospect's concerns and then **addresses the issue** very directly. Any response that could be misinterpreted as defensive, evasive, manipulative or sarcastic should be eliminated. Leave slick and cute lines to your competition {you're going to love how we treat this in the AQUAQ? for the week of May 10}.

Once prepared, work through the delivery of each response with those on your team as well as some individuals outside your sales department. Get genuine feedback, make appropriate changes and then practice the delivery of your responses until you have them as tight as your opening prospecting statements.

Selling is about helping your prospects and customers solve a problem. Be non-abrasive. Think appreciation and validation. Be direct.

Warmest regards to all...as well, your comments are always welcome and very much appreciated.

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